

La Fleur Medical Spa Monthly Google Performance Summary

07/01/2021 - 07/31/2021

Key Performance Indicators

07/01/2021 - 07/31/2021

Cost
La Fleur Medi Spa

\$1,240.94

\$1,247.65 -0.54%

Conversions
La Fleur Medi Spa

20

19 5.26%

Clicks
La Fleur Medi Spa

387

424 -8.73%

Conv. Rate
La Fleur Medi Spa

5.17%

4.48% 15.40%

Avg CPC
La Fleur Medi Spa

\$3.21

\$2.94 9.18%

Cost / Conv
La Fleur Medi Spa

\$62.05

\$65.67 -5.51%

Month-Over-Month Performance Comparison

07/01/2021 - 07/31/2021 - Comparing to 06/01/2021 - 06/30/2021

Overall Performance Summary
La Fleur Medi Spa

Metric	07/01/2021 - 07/31/2021	06/01/2021 - 06/30/2021	% Change
Cost	\$1,240.94	\$1,247.65	-0.54%
Impressions	8,596	8,939	-3.84%
Clicks	387	424	-8.73%
Avg CPC	\$3.21	\$2.94	9.18%
CTR	4.50%	4.74%	-5.06%
Conversions	20	19	5.26%
Conv Rate	5.17%	4.48%	15.40%
Cost / Conv	\$62.05	\$65.67	-5.51%

Budget Coverage

Search Impr. Share
La Fleur Medi Spa

17.57%

17.57% 0.00%

Search IS Lost (due to Budget)
La Fleur Medi Spa

15.54%

23.64% -34.26%

Search IS Lost (due to Rank)
La Fleur Medi Spa

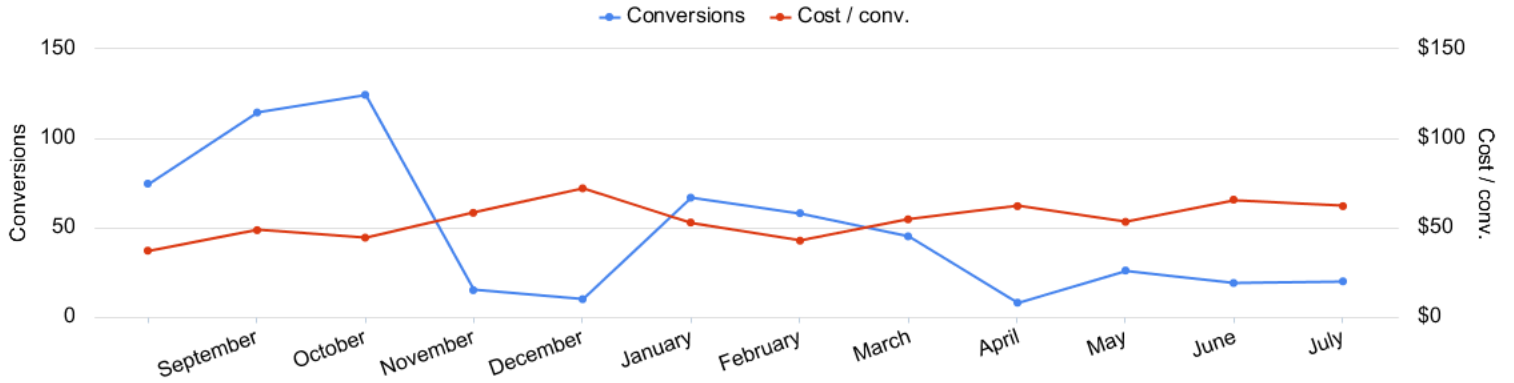
66.89%

58.79% 13.78%

Monthly Performance Trends

08/01/2020 - 07/31/2021

Conversions vs Cost/ Conv
La Fleur Medi Spa




Account Performance by Month
La Fleur Medi Spa

Month	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.	Search Impr. share	Search Lost IS (budget)
08/01/2020	\$2,771.06	21,096	1,308	\$2.12	6.20%	74.6	5.70%	\$37.15	22.61%	10.38%
09/01/2020	\$5,558.35	34,779	2,124	\$2.62	6.11%	114.42	5.39%	\$48.58	31.87%	12.17%
10/01/2020	\$5,522.84	31,614	1,950	\$2.83	6.17%	124.37	6.38%	\$44.41	30.01%	10.24%
11/01/2020	\$874.90	4,254	214	\$4.09	5.03%	15	7.01%	\$58.33	24.98%	26.27%
12/01/2020	\$720.03	5,223	263	\$2.74	5.04%	10	3.80%	\$72.00	26.72%	7.33%
01/01/2021	\$3,528.52	28,302	1,453	\$2.43	5.13%	66.76	4.59%	\$52.85	20.94%	21.20%
02/01/2021	\$2,481.91	19,016	922	\$2.69	4.85%	58.09	6.30%	\$42.73	19.54%	19.81%
03/01/2021	\$2,469.96	17,353	1,001	\$2.47	5.77%	45.15	4.51%	\$54.71	18.85%	19.11%
04/01/2021	\$495.99	3,327	163	\$3.04	4.90%	8	4.91%	\$62.00	21.51%	20.72%
05/01/2021	\$1,385.26	9,592	568	\$2.44	5.92%	26	4.58%	\$53.28	17.59%	21.29%
06/01/2021	\$1,247.65	8,939	424	\$2.94	4.74%	19	4.48%	\$65.67	17.57%	23.64%
07/01/2021	\$1,240.94	8,596	387	\$3.21	4.50%	20	5.17%	\$62.05	17.57%	15.54%
Total	\$28,297.41	192,091	10,777	\$2.63	5.61%	581.39	5.39%	\$48.67	22.86%	16.67%

Campaign Performance Summary (by Conversions)

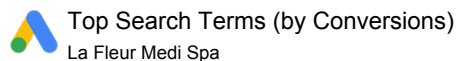
07/01/2021 - 07/31/2021

 Campaign Performance Breakdown (by Conversions)
La Fleur Medi Spa

Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
search beta coolsculpting	\$1,240.94	8,596	387	\$3.21	4.50%	20	5.17%	\$62.05

Top Search Terms (by Conversions)


07/01/2021 - 07/31/2021



Search term	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
what is the average price of coolsculpting	\$1.04	1	1	\$1.04	100.00%	2	200.00%	\$0.52
cold fat treatment	\$9.65	1	1	\$9.65	100.00%	1	100.00%	\$9.65
laser lipolysis	\$3.85	1	1	\$3.85	100.00%	1	100.00%	\$3.85
coolsculpting prices near me	\$7.26	2	2	\$3.63	100.00%	1	50.00%	\$7.26
j plasma	\$4.12	1	1	\$4.12	100.00%	1	100.00%	\$4.12
j plasma cost near me	\$2.76	1	1	\$2.76	100.00%	1	100.00%	\$2.76
stubborn arm fat	\$2.28	1	1	\$2.28	100.00%	1	100.00%	\$2.28
liposuction	\$25.19	99	11	\$2.29	11.11%	1	9.09%	\$25.19
coolsculpting near me	\$113.41	40	17	\$6.67	42.50%	1	5.88%	\$113.41
liposuction cost new jersey	\$21.54	33	8	\$2.69	24.24%	1	12.50%	\$21.54
how much does liposuction cost in nj	\$5.81	3	2	\$2.90	66.67%	1	50.00%	\$5.81
non invasive arm fat removal	\$3.44	1	1	\$3.44	100.00%	1	100.00%	\$3.44
liposuction for arms cost	\$4.54	1	1	\$4.54	100.00%	1	100.00%	\$4.54
what's the cost for liposuction	\$1.97	1	1	\$1.97	100.00%	1	100.00%	\$1.97
weight loss resorts for adults	\$1.33	1	1	\$1.33	100.00%	0	0.00%	\$0.00
cellutone	\$3.56	1	1	\$3.56	100.00%	0	0.00%	\$0.00
ultrashape by syneron	\$1.13	1	1	\$1.13	100.00%	0	0.00%	\$0.00
310 shake	\$0.00	1	0	\$0.00	0.00%	0	0.00%	\$0.00
gow to get rid of double chin	\$3.69	1	1	\$3.69	100.00%	0	0.00%	\$0.00
body sculpting	\$5.46	15	2	\$2.73	13.33%	0	0.00%	\$0.00

Top Search Ads (by Conversions)

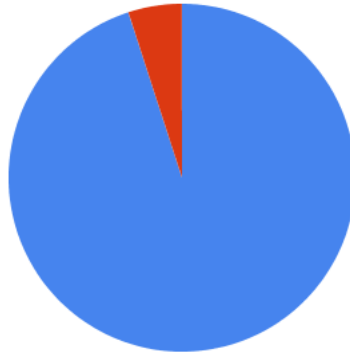
07/01/2021 - 07/31/2021

 Top Responsive Search Ads (by Conversions)
La Fleur Medi Spa

Ad	Campaign	Cost	Impressions	Clicks	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Huge CoolSculpting Promotion CoolSculpting in Shrewsbury Biggest Coolsculpting® Promo www.lafleurmedispa.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Shrewsbury, NJ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$223.09	975	47	\$4.75	4.82%	2	4.26%	\$111.55
La Fleur Medi Spa & Aesthetics Fat Reduction in Shrewsbury Non-Surgical Fat Reduction www.lafleurmedispa.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$98.59	1,182	38	\$2.59	3.21%	1	2.63%	\$98.59
La Fleur Medi Spa & Aesthetics Fat Reduction in Shrewsbury Non-Surgical Fat Reduction www.lafleurmedispa.com/ Easy And Convenient. Long-Lasting. Minimal Downtime. Real Success Stories. FDA Cleared. Best Prices. FDA-Cleared. Clinically Proven Fat Removal. No Surgery. Minimal Downtime.	search beta coolsculpting	\$103.64	937	42	\$2.47	4.48%	1	2.38%	\$103.64
Huge CoolSculpting Promotion CoolSculpting in Shrewsbury Biggest Coolsculpting® Promo www.lafleurmedispa.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Shrewsbury, NJ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$35.06	154	9	\$3.90	5.84%	0	0.00%	\$0.00
Huge CoolSculpting Promotion CoolSculpting in Shrewsbury Biggest Coolsculpting® Promo www.lafleurmedispa.com/ Best CoolSculpting Deal. Freeze Away Stubborn Fat. Top Provider in Shrewsbury, NJ Expert, Safe Fat Loss With Quick Results. Minimal Downtime. Eliminate Fat And Feel Great.	search beta coolsculpting	\$8.81	52	3	\$2.94	5.77%	0	0.00%	\$0.00

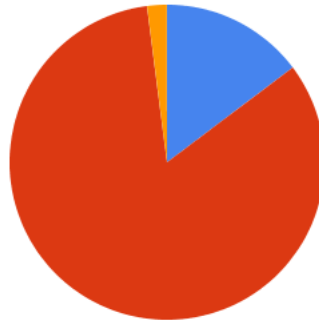
Budget Utilization by Device

Conversions by Device
La Fleur Medi Spa



■ Mobile devices with full browsers - Conversions: 19 (95.00%) ■ Tablets with full browsers - Conversions: 1 (5.00%)

Cost by Device
La Fleur Medi Spa




■ Computers - Cost: \$182.78 (14.73%) ■ Mobile devices with full browsers - Cost: \$1,033.08 (83.25%)
■ Tablets with full browsers - Cost: \$25.08 (2.02%)


Device Performance (by Conversions)
La Fleur Medi Spa

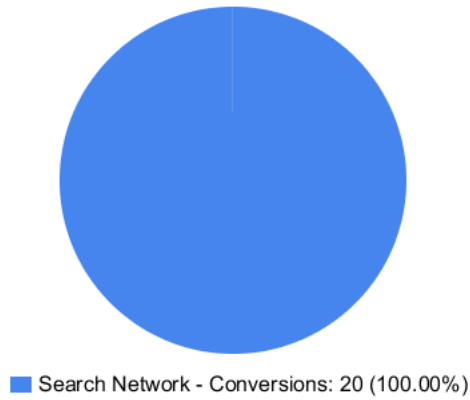
Device	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Mobile devices with full browsers	7,254	332	\$1,033.08	\$3.11	4.58%	19	5.72%	\$54.37
Tablets with full browsers	172	7	\$25.08	\$3.58	4.07%	1	14.29%	\$25.08
Computers	1,170	48	\$182.78	\$3.81	4.10%	0	0.00%	\$0.00


Budget Utilization by Network

 Cost by Network
La Fleur Medi Spa



 Conversions by Network
La Fleur Medi Spa



 Network Performance
La Fleur Medi Spa

Network	Impressions	Clicks	Cost	Avg. CPC	CTR	Conversions	Conv. rate	Cost / conv.
Search Network	8,596	387	\$1,240.94	\$3.21	4.50%	20	5.17%	\$62.05

Conversion Summary


07/01/2021 - 07/31/2021

 Conversion Performance
La Fleur Medi Spa

Conversion name	All conv.
Form Submission	19
Click to Call	1

Geo-Targeting Summary

07/01/2021 - 07/31/2021

 Top Locations
La Fleur Medi Spa

Region	Clicks	Conversions	Cost / conv.
New Jersey	387	20	\$62.05

Glossary

- Impressions (Impr) - Number of times your ad was displayed
- Display Impression Share - Refers to the percentage of times your ad was shown in a display placement when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Search Impression Share - Refers to the percentage of times your ad was shown in search results when evaluated against the maximum number of times it could have shown if not limited by budget or bid
- Clicks - Number of clicks that resulted from an ad
- Avg. CPC - Cost per click
- CTR - Clickthrough Rate (CTR) is the number of clicks your ad receives divided by the number of times your ad is shown (impressions)
- Cost - Media spend accrued
- Avg Pos - Refers to the position of a search results pages where your ad appears for each of your ads
- Conversions - A conversion occurs when a user completes a pre-defined action on your site, such as buying something or requesting more information
- CPA - Cost-per-acquisition (CPA) is the cost of your advertising divided by the number of conversions you receive
- CR - Conversion rate
- Quality Score - is a metric used by Google to determine how relevant they believe your advertising to be based on the keywords your ad is appearing for
- Conversion Value (Conv Val) - Reported revenue by the eCommerce site. Does not include returns, refunds, or canceled orders.
- Conversion Value / Click (Conv Val / Click) - Average revenue generated per click. Is used to determine effectiveness of the account when compared against average cost per click (CPC).
- Conversion Value / Cost (Conv Val / Cost) - is a metric that shows the conversion value over the cost of advertising. This is the same calculation as Return on Ad Spend (ROAS) but is not expressed as a percentage.
- Return on Ad Spend (ROAS) - is a metric that shows the conversion value over the cost of advertising as a percentage